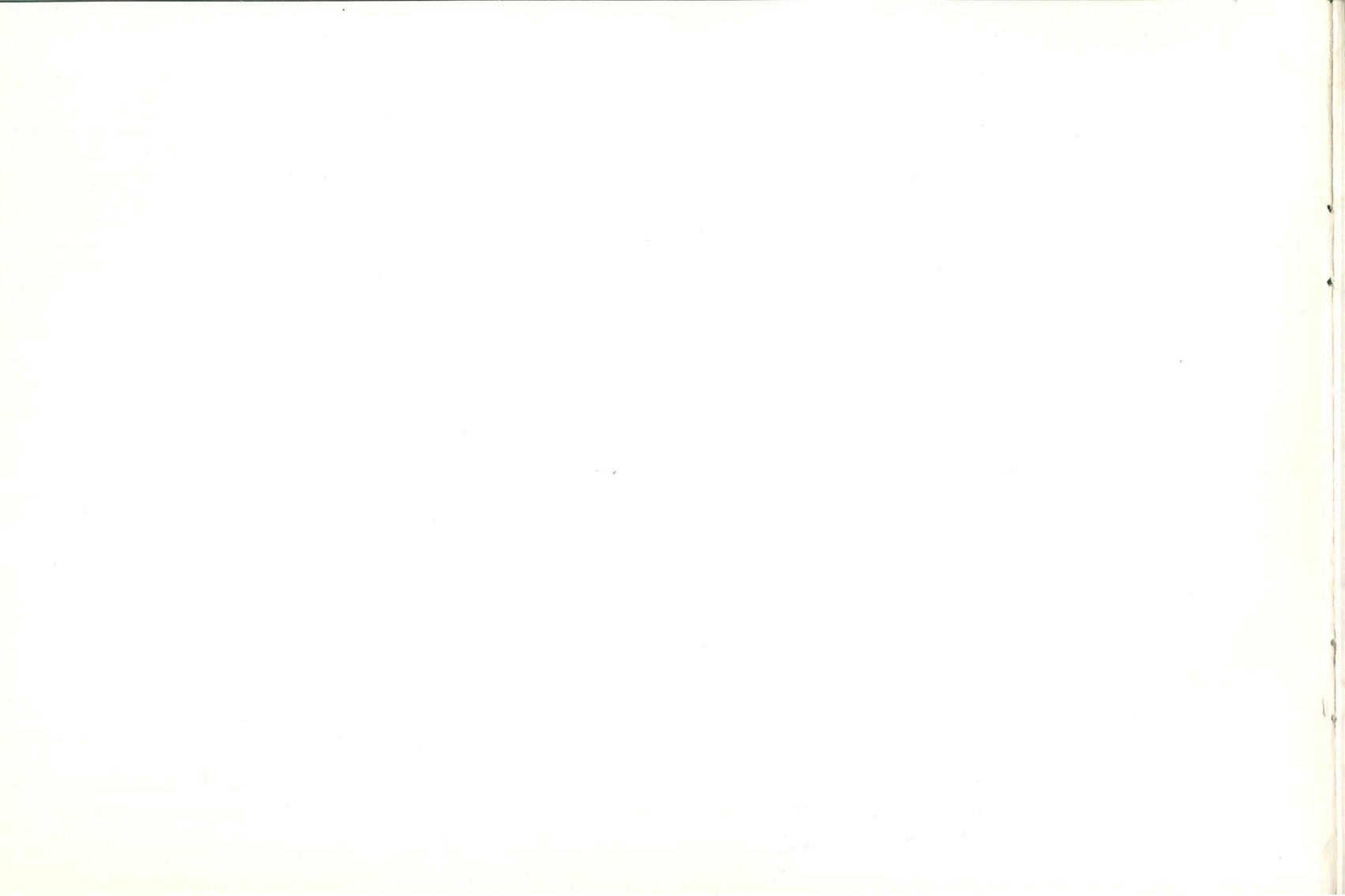




Years of Treasured Living with . . .  
Enchanting NOFMA FLOORS



# OAK FLOORS... *That's Why*

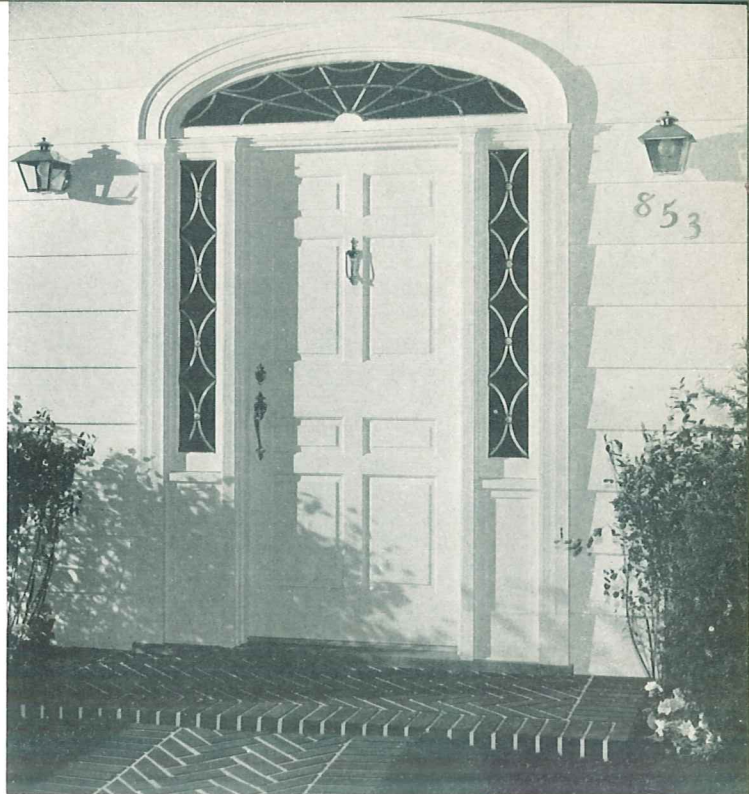
That's why . . . and how . . . hardwood floors of Oak in your home endorse and identify you to a discerning stranger. Like good manners and correct English, they're among the points he'll notice and remember on his first call. They are significant of you.

That's why . . . and how . . . a room might even stand as bare as Mother Hubbard's cupboard; but, beautifully floored in oak, still convey a message about the people who live in it to an amateur Sherlock Holmes. One glance around would be all he needed to deduce, "Nice floors, discriminating people!".

He would be right. They belong together and always have, like mint and juleps in the Southland. And they are equally symbolic of a manner of leisurely, gracious living.

Maybe the only family portrait you can produce for display is the group of happy faces reflected in the polished gleam of oaken floors. Maybe the heirloom silver has dwindled with the years. It's the rightness of your taste which is attested by your choice

PAGE ONE



*When your front door opens to reveal the gracious invitation of beautiful hardwood floors, you create an impression of "Nice floors, discriminating people."*







*"Oak floors are luxurious, but not an expensive luxury. You can spend so much more, and get so much less."*



of floors . . . not the bracket that indicates the size of your income. For this enduring luxury is far from being exclusive to the few. You can spend so much more, and get so much less for years of treasured living.

Oak is like gold, beloved of all women, in that it belongs to all the centuries. It has always been cherished . . . and will be forever. Whether your home is castle or cabin, hardwood floors of oak grace your domain with utter distinction. Oak is indisputably **right** as a background and a setting where possessions include the treasure troves of ancestral association, or merely the simple, colorful monotones and clean lines of well chosen, moderately priced modern pieces. It blends as perfectly with the formal and ornate as it does with the informal, haphazard charm of contemporary living.

There is no period which it cannot, does not, adorn. No single furniture style, no type of room, and no grouping of pieces from harmonizing eras as we moderns love to assemble them, that's in conflict with the dignity and quality of beautiful oak floors.

But still, these points are common knowledge and perhaps have not escaped you. Yet, what you may not have guessed is, how easily and economically you also may own and enjoy such floors and the envious, appraising admiration of your friends and guests.

By way of illustration, consider an average room in a cozy home for three. For a space 14 x 20 feet, you can become the proud possessor of an impressively handsome oak floor, delivered, installed and polished, complete, for about \$55.50, depending on grade selected.

Would you have believed it? And can you afford not to have one? Telephone your flooring dealer. He handles NOFMA Oak Flooring and will give you the exact figure. Important to remember, too . . . there's so little upkeep because oak floors, properly chosen, never wear out!

### *So, When You Build or Modernize*

. . . you'll learn a lot about floors. You'll absorb pointers on many materials you're hardly on speaking terms with now, before that dream home has taken form and your enjoyment of

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*"It's the rightness of your taste which is attested by your choice of floors . . . not the bracket that indicates the size of your income."*





*"Oak is like gold, beloved of all women. It always has been cherished, and will be forever."*



treasured living begins. Make the important decisions early. It's expensive to shift your ideas after work starts. So, now's the time to investigate NOFMA Oak Floors.

They insure permanence to the last. They mean satisfaction from the first. They provide the ultimate in beauty and daily service . . . and these with the least housekeeping labor. And remember again, the initial cost is practically the only cost!

Women, in particular, are prone to feel helpless and uncertain when decisions are due between types of building materials. They all know oak for its beauty and the company it keeps in the mansions of their fortunate acquaintances and friends with money to spare. But now they can learn how adequately it will fit any budget . . . the lean as well as the fat. Being judicious buyers, they understand the wisdom of getting the best quality possible; but they seldom expect to find it at less than a luxury price.

That's why women, and their liege lords too, will rejoice to discover how much value NOFMA Oak Floors afford them for



actual moderate cost. A whole series of booklets is ready for their conning, setting forth the proper types and specifications of oak flooring for various types of homes and the reasons for selection of each. One, for instance, describes the varieties of finishes available, and methods of polishing and waxing oak floors and their proper care.

If you're curious about any quality of oak . . . its durability, its economy, its adaptability or its beauty beyond what's in these pages . . . just refer to the descriptions and explanations awaiting you in the pamphlets we've prepared for you. They'll be sent on receipt of your request, with all possible information and the details you want. Then you'll know just how to discuss oak floors with your architect, builder or flooring dealer.

The guarantee of NOFMA Hardwood Flooring products is in accordance with standards approved by the United States Bureau of Standards at Washington, D. C., assured you by the NOFMA label, of which more on a later page. Meantime, it's not only credible . . . it's good news for you!

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*"There's no period which they cannot, do not, adorn. No single furniture style . . . that's in conflict with the dignity and richness of beautiful oak floors."*





## *In the Fascinating Business of* REMODELING

*"... being judicious buyers, women understand the wisdom of getting the best quality possible. ..."*



... begin at the beginning. To set a color scheme, it's a rule among better decorators to "start with the rug." Excellent. Except that it doesn't go back far enough. If the rug itself hasn't the proper setting, you're off at once on the wrong foot and the entire effect is retarded. Scarred, peeled or faded floors are a visible liability around the edges of your floor covering. So go back to the beginning and

### *Start With the Floor*

Give your rooms their greatest asset in floors of NOFMA Oak. Then you can use a large rug or small scatter rugs. You may even dispense with rugs entirely, and still glow with pride in your lovely floors. They strike a motif for a charming room as definitely as the melody in a concerto. Every accent in the ensemble carries the eye back again to their beauty as the perfect background, the deftest touch of all which ties everything together.



## *Oak Has the Advantage*

It's quick. No chaotic upheavals in the household. Just shift your furniture into the next room to give the floor laying craftsmen working space, and in a jiffy you'll have something genuinely exciting to admire. The process involves no wreckage. Workmen install new floors directly and precisely over the old where the latter are still smooth and serviceable. But if leveling and repairs are needed in the existing floors, such minor replacements are simply made and the same routine followed.

It's inexpensive. No more expense is entailed than if you were purchasing a moderately good domestic rug of the same size. Less if anything, for NOFMA Hardwood Floors outlast the house itself, really. By actual experience they're the least expensive material for upkeep through the years.

It's quality. Gauge it for beauty. For wear. For easy care. For gratifying appropriateness in your home, with your treasured belongings. And don't forget that the clean, trim flooring bundles, as they're delivered to your house, ready for installation,

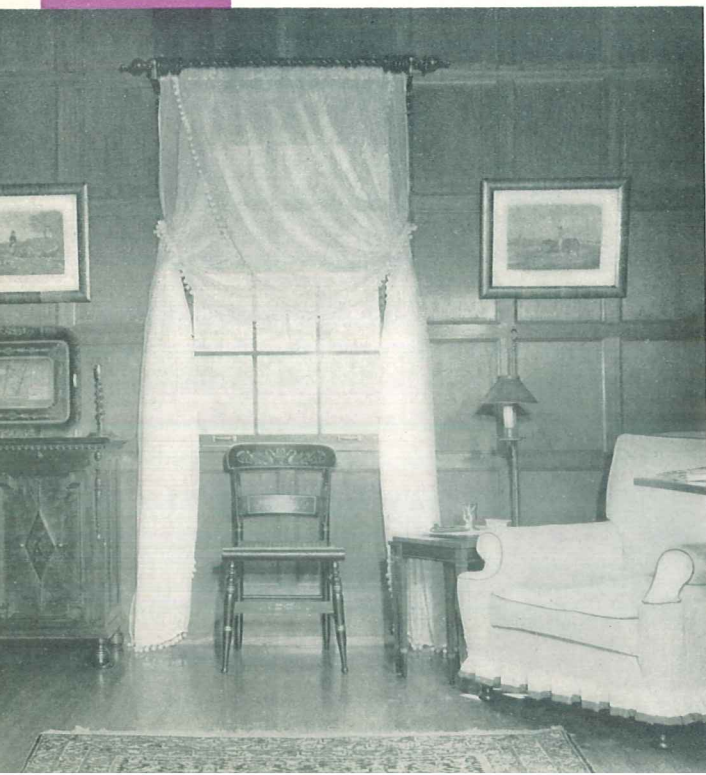


*"They insure permanence to the last.  
They mean satisfaction from the first.  
They provide the ultimate in beauty in  
every room and every day service."*





*In the fascinating business of doing over your present home, begin at the beginning, that is, with the floors.*



bear the copyrighted NOFMA label, which is not merely the individual manufacturer's mark, but the certified guaranty of the industry as well.

### *What's In a Label?*

Consumers, especially women consumers, by the thousands are turning consistently greater attention to this matter of tags on merchandise they buy. They want to know what's on a label and also what it means . . . in direct, non-technical language they can understand. So, the National Oak Flooring Manufacturers' Association, alert to maintain the highest possible standards in its field, has made the initials . . . NOFMA . . . a hallmark of integrity equivalent to "Sterling" on silver. NOFMA is to oak floors what pedigree is to a thoroughbred. It's the brand by which to recognize the ultimate.

No hardwood flooring merits this mark except that which meets the standards approved by the United States Bureau of Standards. No flooring bundle receives this mark unless it has passed muster of men whose reputations are at stake and whose judgment is

unchallenged because justified by years of experience. By these tokens, the NOFMA label on oak flooring is your insurance policy for satisfaction.

## *Women Know the Answer*

Women of all ages . . . dowagers and debutantes alike . . . realize the superiority of polished floors in reducing effort and increasing efficiency in a household. Both the amateur and the experienced housewife appreciate that hardwood floors are the least demanding of care and attention, as well as the most responsive.

In addition to the usual dusting, they require only a light application of wax about once a month, rubbed in with a floor mop or brush, to be kept shipshape. Even when everyone has gone visiting for weeks, and dust collects, milady knows how an application of equal parts of sweet oil, turpentine and vinegar, well mixed and vigorously applied, rapidly restores the original, lovely lustre of the surface and reconditions the wood. They know that the vinegar cuts the dirt, the sweet oil produces a sheen, and the turpentine dries the moisture.

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*"You might even dispense with rugs and still glow with pride in your lovely hardwood floors. They strike a motif as definitely as the melody in a concert."*







*"It's quality. Gauge it for beauty. For wear. For easy care. For appropriateness to your treasured belongings."*

It is helpful to remember that whatever problems arise as to the selection and care of hardwood floors of oak, they've already been studied and determined for you by a research staff maintained by the Association to aid consumers. All the answers are ready in small, clearly written pamphlets, ready to be mailed to anyone seeking advice. They're free and they're expert. Don't hesitate to take advantage of such authority. Your copies await only your request, and you'll be more than pleased with the wealth of hints included.

### *Oak Is Versatile*

Until you've investigated, it's hardly possible to estimate the number and variety of effects your hardwood floors can achieve. Reach for the directory and call your flooring dealer, architect or builder for a talk on all the possible patterns and effects. Let them suggest the alternating finishes and widths available, before indicating your preference. They'll tell you exactly how others have worked out their ideas to match individual tastes, and will have a fund of suggestions to stimulate your imagination.

Different personalities inevitably demand different types of décor. Oak serves each admirably, for it's adaptable to almost endless combinations, and fits in with furnishings and wall finishes either old or new. Nowhere does it strike a jarring note, for oak is never the accessory. It always sets the theme because floors are subtly dominant in the decorative scheme. For good floors, like good clothes, are always inconspicuous.

Are you conservative in your tastes? Then you'll elect the classic simplicity of straight, parallel strips, mirror smooth and waxed to a satin lustre. This is the preference of a majority of women, for their larger rooms particularly.

Are you modern minded? Then you may revel in patterns and finishes to suit whatever effect you like best. Your blonde wood furniture, as an instance, might go beautifully with the sleek, dark loveliness of the deeper hues of oak, the strips less conventionally laid, in shorter lengths perhaps, and geometrically angled into rhythmic designs.



*"They're free and expert. Your copies await only your request."*



*"They're inexpensive. For NOFMA hardwood floors outlast the house itself, really! By actual experience, they're the least expensive through the years. . . ."*





*"Remember Oak Plank Floors. They complement \* \* \* the forthright pieces of our early Colonial ancestors and the quaint furnishings of early England."*



## *Do You Like Contrast?*

Are you strongly individual and dramatic? You'd like the elegance of graceful, patterned borders of pale golden oak inset against the deep richness of dark tone effects. They'd point up the sparkle of a crystal chandelier, the depth of a rug, the high polish of a cabinet or table . . . a background for the unusual either in furniture or people. Days lived with such floors could never be prosaic.

Perhaps you're more insistent on utility than on design. Your dealer will know which NOFMA quality to recommend. If youngsters traipse busily through and across your halls and floors, on juvenile errands or joys intent, his recommendations may differ somewhat from those he'd advance if the household is exclusively adult. Which only emphasizes again the amazing versatility of oak floors and how adequately they conform to every phase of living.

Again, parquetry oak flooring may be a solution you had not considered in the decorating project. Don't overlook the fact that it's most attractive where it fits into the architectural design.



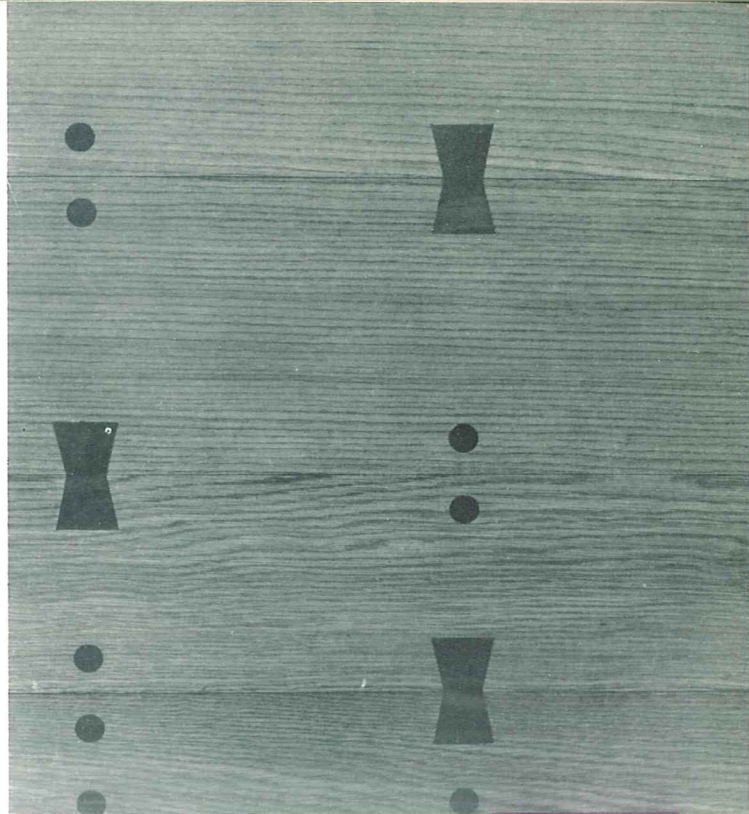
## OAK PLANK FLOORS . . . . .

. . . *Revive the Romance of Yesterdays*

For still another phase, remember oak plank floors. It's practically a crime in any decorator's decalogue to cover much of their surface with rugs, since they're so decorative in themselves. They smack of romance, of the old and dear. They complement the sturdy chests and tables of ancient Spain, the forthright pieces of our early Colonial ancestry, and the quaint furnishings of early England. They come in appropriate patterns and in different contrasting widths . . . and they're inherently distinctive.

Oak plank floors are produced by the makers of NOFMA Hardwood Flooring. They simulate the types used in the days of our ancestors, but incorporate improvements then impossible without the precision tools in use today which retain the original interesting features, yet without their disadvantages.

Oak planks were heavy in the old days, hand hewn, of varying widths, and laid at random. Cracks at the joints were conspicuous, and streaks and other irregularities remained, due to



*"Our forefathers laid their plank floors with wooden plugs and wedges. Modern NOFMA plank offer similar effects with inlaid prototypes of contrasting hardwoods."*





*Quaintness has been retained in this modern NOFMA version . . . beveled edges form a V-joint like those of early Colonial days.*



inexpert seasoning and the primitive tools that shaped them. Yet their very imperfections lent a distinctive appearance in keeping with their environment.

This quaintness has been retained in their modern NOFMA version, without forfeiting utility! Their edges may be had either beveled or square. The latter produce flush surfaces, while beveled edges form a "V" joint which reproduces their early prototypes. Our forefathers laid their plank floors with wooden plugs and weges. Modern plank offer a similar effect, by use of inlaid plugs and "butterfly" wedges of contrasting hardwood. You'll even find the same interesting configurations of grain so admired in those old plank floors. Moreover, they're available in a variety of grades, indicative of the advancements in production and in expanded opportunities for refining well selected hardwood.

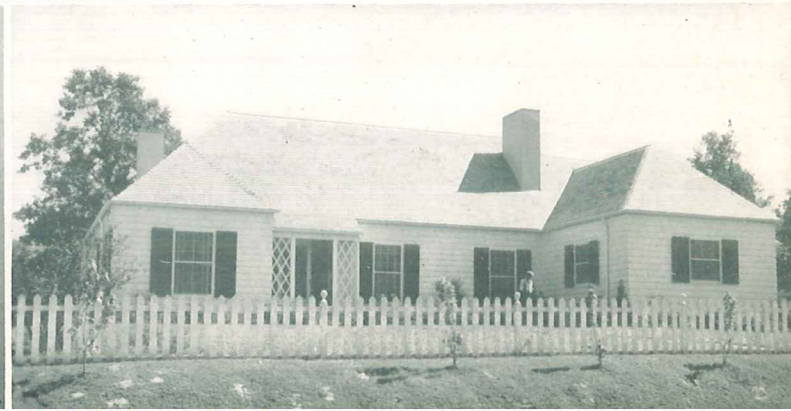
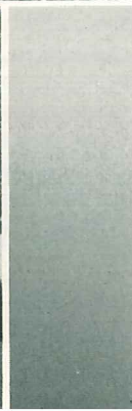
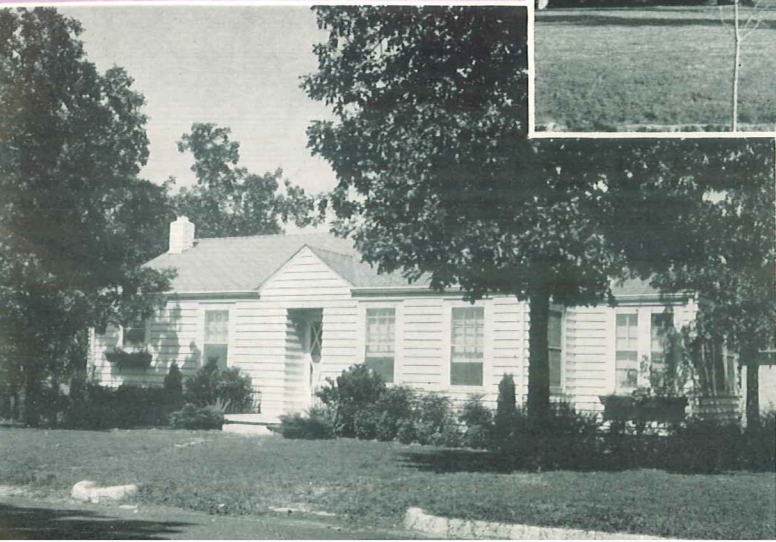
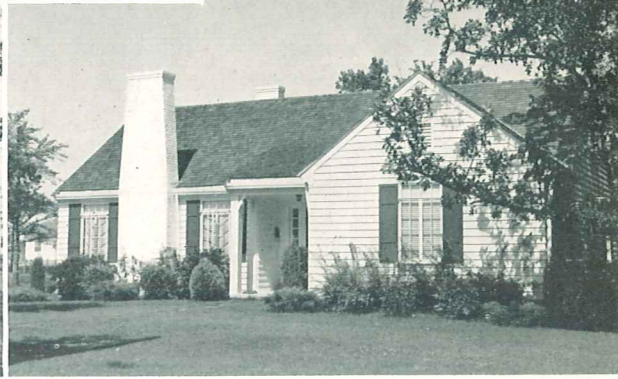
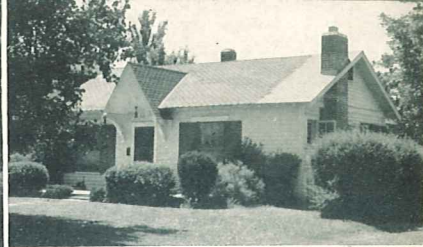
Our ancestors would be envious!



## FLOORS OF OTHER HARDWOODS

Applying the same standards which govern the production of NOFMA Oak Flooring, members of the National Oak Flooring Manufacturers' Association also produce hardwood flooring in Beech, Birch, Hard Maple and Pecan. These may be identified at your flooring dealer's by the NOFMA Registered Trade Mark stamped on the flooring strips which reads "NOFMA."

Where a variation from, or variety with, oak floors is desired, these species provide satisfactory floors both in fine appearance and long wear. For instance, Beech or Pecan for living and personal quarters, with Birch or Hard Maple in the kitchen, pantries or play rooms, give splendid values at a very moderate cost.





# *The Warranty Mark of* PEDIGREED FLOORS

NOFMA is a trade name comprising the initials of the National Oak Flooring Manufacturers' Association. The Association's membership embraces 80 per cent of the entire oak flooring production capacity within the United States. Through the medium of the Association, the industry has established standards of manufacture and grading which have qualified for endorsement of the United States Bureau of Standards, Washington, D. C. This endorsement is authenticated in Commercial Standards CS-56-36 issued by the Bureau to the Association and is specifically indicated on the NOFMA copyrighted label, illustrated here, and attached to all NOFMA Oak Flooring. Adherence to these standards

by each individual member not only is a moral obligation; it is constantly supervised by field inspectors responsible directly and solely to the Association. Therefore, the NOFMA label on oak flooring is the certified hallmark of excellence, a symbol which bears the same relation to hardwood flooring that Sterling does to silver. Carried regularly by flooring dealers throughout the United States, NOFMA hardwood floors in Oak, Beech, Birch, Hard Maple and Pecan are conveniently available to you locally for immediate or later requirements. For additional literature, mentioned on preceding pages, or other special information, we will welcome your request addressed to our home office, below.



*NOFMA'S label as you see it on the flooring bundles. A hallmark of integrity, equivalent to "Sterling" on silver.*

## NATIONAL OAK FLOORING MANUFACTURERS' ASSOCIATION

DERMON BUILDING MEMPHIS, TENNESSEE



Reg. U. S. Pat. Office

